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REMARKS

Claims 1-42 are pending in this application. The Examiner rejected Claims 1-42 under 35 U.S.C. 102(e). Claims 1, 2, 5, 9, 12, 16, 21, 22, 25, 29, 32, 35 and 40-42 have been amended in the foregoing amendments. No fees are believed due; however, the Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account 11-0855.

Claims 1-42 Are Not Anticipated by Linden

The Examiner rejected Claims 1-42 as anticipated by U.S. Patent No. 6,266,649 to Linden et al. ("Linden"). This rejection is traversed for the reasons discussed below.

Claim 1

The recommended item presentation method of Claim 1 requires, among other elements, receiving access logs for viewing/purchasing items by a plurality of clients from an item provider server which provides items to the clients through a network, converting the access logs into access log maps suitable for a recommended item presentation processing, and storing the access log maps, wherein the access log maps include a list of item identifiers and their distances for each client identifier or a list of client identifiers and their distances for each item identifier.

Linden describes a recommendation service which recommends items to users based on "a previously-generated table or other mapping structure which maps individual items to lists of "similar" items." Column 2, lines 39-45 (emphasis added). As shown in Fig. 1, Linden describes generating a similar items table 60 in the form of a mapping of a popular item 62 to a corresponding list of similar items 64 and a commonality index C1 which indicates the relatedness of the item to the popular item based on sales of the respective items. See e.g. Column 2, lines 37-40. Linden does not describe converting the access logs into access log maps, wherein the access log maps include a list of item identifiers and their distances for each client identifier, or as a list of client identifiers and their distances for each item identifier, as required by Claim 1. As described in the specification the distance relates

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to the number of accesses to an item or a time elapsed since the date and time of the latest access to the item. Page 17, lines 30-35. Thus, Linden does not anticipate the invention of Claim 1, and Claim 1 should be allowed.

Claims 5, 12, 25, 32, 41, and 42

The Examiner indicated that storing all access logs includes storing access logs for those that are targets and those that are not targets. Applicants submit that Linden does not disclose extracting only the access logs of those clients who are targets, converting only the extracted access logs into access log maps, and storing the access log maps, as required by Claims 5, 25 and 41. Linden also does not disclose sending access log transmission requests to those clients who are targets, sending access log transmission stopping requests to those clients who are not targets, receiving the access logs from those clients who are targets, converting the access logs into access log maps, and storing the access log maps, as required by Claims 12, 32 and 42.

Claims 2-42

Independent Claims 5, 12, 21, 25, 32, 40-42 include limitations that are similar to that of independent Claim 1. The remarks made in support of patentability of Claim 1 are equally applicable to distinguish Claims 5, 12, 21, 25, 32, 40-42 from Linden. Accordingly, independent Claims 5, 12, 21, 25, 32, 40-42 as well as dependent Claims 2-4, 6-11, 13-20, 22-24, 26-31, and 33-39 should also be allowed.

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Claims 2-42

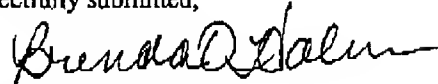
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CONCLUSION

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



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